

# Service Area Plan

## Chippokes Plantation Farm Foundation

### Operation and Maintenance of Farm Museum (53004)

## Service Area Background Information

### Service Area Description

The Chippokes Plantation Farm Foundation (CPFF), through the Chippokes Farm & Forestry Museum, tells the story of Virginia's agriculture, forestry and conservation industries with displays of antique farm and forestry equipment, tools and housewares as it relates to rural Virginia. Further, CPFF manages the Chippokes Plantation State Park farmland as a model to demonstrate exemplary conservation practices.

### Service Area Alignment to Mission

The Chippokes Farm and Forestry Museum maintains a collection of antique farm and forestry equipment, tools, and housewares as it relates to rural Virginia. Through these displays, the Museum offers educational programs on the story of Virginia's agriculture, forestry and conservation industries.

### Service Area Statutory Authority

The Chippokes Plantation Farm Foundation operates within the Department of Conservation and Recreation under the Secretary of Natural Resources. The Foundation is empowered under the Code of Virginia under Chapter 4.2, Section 3.1-22.6 to 3.1-22.12.

Section 3.1-22.9 Purpose of Foundation; establishment of Chippokes Plantation Model Farm and the Agriculture and Forestry Center. "The purpose of the Foundation shall be to plan, manage and provide financial and material resources and technical assistance for the development, maintenance and operation of the Chippokes Plantation Model Farm and the Agriculture and Forestry Center, which shall be established at Chippokes Plantation State Park, or a portion thereof, subject to the approval of the Director of the Department of Conservation and Recreation. The model farm shall be a working farm of diversified operation, utilizing modern practices and contribute to the public's knowledge of agricultural production. The model farm may be operated under a lease or contract between the Director of the Department of Conservation and Recreation and the Foundation."

### Service Area Customer Base

Customer(s)	Served	Potential
Agricultural Community	50	100
Boards and Foundations	3	4
Citizens	5,000	6,000
Conservation Organizations and Land Trusts	1	3
Government Agencies (Federal, State, and Local)	16	16
Landowners	50	100
Recreational Users (campers, picnickers, hikers, etc.)	6,000	7,000
Soil and Water Conservation Districts	1	3
Special Interest Groups	3	4
Staff	20	50
Volunteers	100	150

### Anticipated Changes In Service Area Customer Base

After the construction of the education center, customer use of the facilities for educational classes and meetings may increase. Increased visitation to enhanced museum offerings is also anticipated.

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#### **Service Area Partners**

Agricultural Community

#### **Service Area Partners**

Boards and Foundations

#### **Service Area Partners**

Chesapeake Bay Program

#### **Service Area Partners**

Colleges, Universities, and Educational Institutions

#### **Service Area Partners**

Contractual Services

#### **Service Area Partners**

Engineers and Consultants

#### **Service Area Partners**

##### **Federal Agencies**

Environmental Protection Agency; Natural Resources Conservation Service; U.S. Army Corps of Engineers; U.S. Fish and Wildlife Service; U.S. Forest Service; U.S.D.A. Farm Service Agency

#### **Service Area Partners**

General Assembly

#### **Service Area Partners**

##### **Local Governments**

Departments of Parks and Recreation; School Divisions

#### **Service Area Partners**

Non-profits

#### **Service Area Partners**

Private Businesses and Corporations

#### **Service Area Partners**

Regional Planning District Commissions

#### **Service Area Partners**

Soil and Water Conservation Districts

#### **Service Area Partners**

Special Interest Groups

#### **Service Area Partners**

##### **State Agencies**

Virginia Department of Corrections; Virginia Department of General Services; Virginia Department of Historic Resources; Virginia Department of Agriculture and Consumer Services; Virginia Department of Conservation and Recreation; Virginia Department of Environmental Quality; Virginia Department of

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Forestry; Virginia Department of Game and Inland Fisheries; Virginia Department of Health; Virginia Department of Transportation

#### **Service Area Partners**

Tourism

#### **Service Area Partners**

Vendors

#### **Service Area Products and Services**

- Outdoor Recreational Activities
- Public Education
- Public Information
- Farm Management for the Department of Conservation and Recreation at Chippokes

#### **Factors Impacting Service Area Products and Services**

- Every year, there are fewer and fewer individuals farming. Therefore, there will be less people having a farm background. There is, and will continue to be, a great need to educate the public about all aspects of farming, including how food gets on their table.
- Factors affecting park visitorship: weather, economics, rising fuel costs, school travel policies
- Factors affecting program delivery: museum staffing, funding, and insufficient facilities for effective classroom instruction and the general public.

#### **Anticipated Changes To Service Area Products and Services**

- There are less and less people involved in farming, therefore, people today do not understand how food products reach their table; they do not know how rural living is different from urban/city life, etc.
- Program expansion is anticipated in advance of the Museum's Education Center construction.
- The Jamestown 2007 Commemoration will require the development of additional program offerings.

#### **Service Area Human Resources Summary**

##### **Service Area Human Resources Overview**

Currently one full-time and one part-time employee of the Department of Conservation and Recreation oversee the Chippokes Plantation Farm Foundation. These two positions are not reflected in the human resources chart as they are not Chippokes Plantation Farm Foundation employees.

Currently, the CPFF has 4 part-time employees. Two full-time Foundation positions were established as a result of the growth and expansion of the Foundation's program. The fundraising and secretarial positions are currently vacant. The fund raising position was vacated in November 2004. Due to recent slumps in Virginia's economy and the loss of the fundraiser, the Board of Trustees has been re-evaluating its expansion plan before proceeding with hiring.

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#### Service Area Full-Time Equivalent (FTE) Position Summary

Effective Date:	7/1/2005
Total Authorized Position level .....	2
Vacant Positions .....	2
Non-Classified (Filled).....	0
Full-Time Classified (Filled) .....	0
Part-Time Classified (Filled) .....	0
Faculty (Filled) .....	0
Wage .....	4
Contract Employees .....	0
Total Human Resource Level .....	4

#### Factors Impacting Service Area Human Resources

- There is a need for additional staff to provide programming and support for the Jamestown 2007 Commemoration.
- The staff is facing additional workloads in anticipation of the future education center.

#### Anticipated Changes in Service Area Human Resources

- When the Educational Center is completed, there will be a need for additional staff resources.

#### Service Area Financial Summary

General funds and non-general funds are used to operate the Chippokes Plantation Farm Foundation and the Chippokes Farm & Forestry Museum. Total budget provides for two full-time positions and part-time positions. Funds are expended to provide: maintenance, equipment, supplies, materials, marketing, program and educational materials. Contractual services are used as needed.

	<u>Fiscal Year 2007</u>		<u>Fiscal Year 2008</u>	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$154,455	\$67,103	\$154,455	\$67,103
Changes To Base	\$7,712	\$0	\$7,712	\$0
<b>SERVICE AREA TOTAL</b>	<b>\$162,167</b>	<b>\$67,103</b>	<b>\$162,167</b>	<b>\$67,103</b>

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## Service Area Objectives, Measures, and Strategies

### Objective 53004.01

#### ***Enhance programs to target audiences.***

This objective will enable the Chippokes Farm and Forestry Museum to increase the overall visitorship and meet the program and educational needs of the target audience.

#### **This Objective Supports the Following Agency Goals:**

- Increase overall Chippokes Farm & Forestry Museum visitorship.

#### **This Objective Has The Following Measure(s):**

- **Measure 53004.01.01**

##### ***Increase overall museum visitorship.***

**Measure Type:** Outcome      **Measure Frequency:** Annually

**Measure Baseline:** Baseline is based on the total Museum attendance figures for the 2004 operating season which was 6,400.

**Measure Target:** The target is to increase overall Museum visitorship by 15% annually. In 2006 the attendance target would be 7,360.

##### **Measure Source and Calculation:**

A log of daily visitorship at the museum is maintained by Foundation staff. From this information, comparisons may be made annually to the previous year's visitorship.

#### **Objective 53004.01 Has the Following Strategies:**

- Develop and/or enhance program offerings to:
  - A. Students (SOLs and outreach SOLs).
  - B. Walk-ins at Museum.
  - C. Outreach programs in the surrounding communities.
  - D. Scout programs - develop programs for Boy and Girl Scouts related to merit badges.
  - E. Adult programs.
  - F. Special Interest Groups (4-H'ers, Forestry, etc.).
- Marketing and/or Advertising
  - A. Market SOL programs to educators, local school systems, and home school associations.
  - B. Market scout programs to scout councils and leaders.
  - C. Market and advertise with bus tours, tourism centers, overnight facilities, car rental agencies, timeshares, etc.
- Exhibit Enhancement
  - A. Changing exhibits.
  - B. Building maintenance.
  - C. Climate control exhibits.
  - D. Creating study collection.
- Staffing and Funding
  - A. Seek funding for additional positions to support increased visitorship and programs.
  - B. Seek funding to support overall operations of the Foundation and Museum.

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- Volunteerism
  - A. Promote and increase volunteer participation among individuals, civic groups, scouts, and special interest groups (such as gas engine clubs, vintage auto clubs, quilting guilds, etc.).
  - B. Promote opportunities for scout volunteerism and community involvement.
- Construct Education Center
  - A. Advertise and interview fundraising firms.
  - B. Meet with chosen firm to establish fundraising and marketing plans.
  - C. Develop marketing materials.
  - D. Implement marketing plan.
  - E. Implement fundraising plan and begin active fundraising activities.
  - F. Contract for site survey and site testing.
  - G. Hire architect to produce architectural drawings.
  - H. Develop interpretive programs for center.
- Staffing and Funding
  - A. Seek funding for additional positions to support increased visitorship and programs
  - B. Seek funding to support overall operations of the Foundation and Museum

#### **Objective 53004.02**

##### ***Manage, restore, and preserve Museum's antique collection.***

This objective is critical to the care and management of the antiques that have been entrusted to the Museum. Restoration of the antiques will abate any damage from the elements or pests and prepare the antiques for display and/or program use. Currently antiques are stored in several, non-climate controlled areas. The antiques need to be relocated to one location to provide the necessary climate control in order to reduce future damage.

##### **This Objective Supports the Following Agency Goals:**

- Provide good stewardship of Chippokes Plantation Farm Foundation resources.

##### **This Objective Has The Following Measure(s):**

- **Measure 53004.02.01**

##### ***Percent of Museum's antique collection inventoried.***

**Measure Type:** Outcome                      **Measure Frequency:** Annually

**Measure Baseline:** Unknown - approximately 10,000 artifacts need to be inventoried.

**Measure Target:** 5% (500) per year.

##### **Measure Source and Calculation:**

Management of collections will be based on the number of artifacts processed by completing an inventory form. Questions answered on this form includes: determining what the item is, placing it in the proper nomenclature, measuring the item, writing a brief description of how the item was used, writing a brief description of condition and conservation measures needed, if any, photographing the item, tagging the item, and entering this data into the computer inventory program. The item is then placed in a storage area with other similarly used items. The old inventory system consisted of items listed by name and faded or missing ID tags on items. Also, the old inventory listed boxes of items when every item needs to be inventoried. CPFF has approximately 10,000 items. The Museum does not have climate-controlled storage for its artifacts.

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#### **Objective 53004.02 Has the Following Strategies:**

- Relocate and process antique items in the workshop.
- Relocate and process antique items in corn crib.
- Reorganize and process antique items in old sawmill storage building.
- Relocate and process smaller items from the Quonset hut.
- Maintain a list of items needed conservation measures.
- Have volunteers conserve artifacts needing attention.

#### **Objective 53004.03**

##### ***Manage farmland to serve as a model to demonstrate exemplary conservation practices.***

This objective enables the Foundation to work with the Department of Conservation and Recreation and farmland contractors so that the farmland at DCR's Chippokes Plantation State Park serves as a demonstration of exemplary conservation practices.

#### **This Objective Supports the Following Agency Goals:**

- Provide good stewardship of Chippokes Plantation Farm Foundation resources.

#### **This Objective Has The Following Measure(s):**

- **Measure 53004.03.01**

##### ***Percent compliance with farm contract and farm plan***

**Measure Type:** Outcome      **Measure Frequency:** Annually

**Measure Baseline:** Baseline is based on the total number of requirements outlined in the farm contract and the Conservation Plan.

**Measure Target:** 90% compliance will be maintained annually.

**Measure Source and Calculation:**

The source of the measure is the 5-year contract between CPFF and the farmland contractor, and the USDA's Farm Service Agency's Conservation Plan.

#### **Objective 53004.03 Has the Following Strategies:**

- Compile a spreadsheet listing all requirements of farmland contractor and requirements of CPFF and check annually.
- Enforce any noncompliance issues.
- Prioritize and accomplish repair work on existing soil erosion structures.
- Have USDA Natural Resource Conservation Service perform a survey of the Plantation for future projects to address.
- Survey farmland after major weather-related storms for damage.